



CAU 2176

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IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE

PATENT APPLICATION

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Applicants: Rick W. LANDSMAN, Wei-Yeh LEE

Case: UCC-1/CIP/D5-1

Serial No.: 09/351,857

Filed: July 13, 1999

Group Art Unit: 2176

Confirmation No.: 1323

Examiner:

Title: APPARATUS AND ACCOMPANYING METHODS FOR IMPLEMENTING A  
NETWORK DISTRIBUTION SERVER FOR USE IN PROVIDING  
INTERSTITIAL WEB ADVERTISEMENTS TO A CLIENT COMPUTER  
(as amended)

COMMISSIONER FOR PATENTS  
Washington, D.C. 20231

S I R:

SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

The applicants respectfully request that the following additional references be considered in the examination of the above-identified application. All references are enclosed except those previously cited, as indicated on the PTO/SB/08A&B (Information Disclosure Statement by Applicant).

**United States Patents**

<u>Patent Number</u>	<u>Inventor</u>	<u>Date Issued</u>	<u>Class</u>
AA. 6,167,453	Becker et al	Dec 26, 2000	709/245
AB. 6,125,388	Reisman	Sep 26, 2000	709/218

AC. 6,119,165	Li et al	Sep 12, 2000 709/229
AD. 6,112,246	Horbal et al	Aug 29, 2000 709/230
AE. 6,091,411	Straub et al	Jul 18, 2000 345/333
AF. 6,047,318	Becker et al	Apr 04, 2000 709/217
AG. 6,035,332	Ingrassia, Jr. et al	Mar 07, 2000 709/224
AH. 6,012,083	Savitzky et al	Jan 04, 2000 709/202
AI. 6,006,252	Wolfe	Dec 21, 1999 709/203
AJ. 5,999,740	Rowley	Dec 07, 1999 395/712
AK. 5,946,646	Schena et al	Aug 31, 1999 702/177
AL. 5,937,411	Becker	Aug 10, 1999 707/103
AM. 5,854,897	Radziewicz et al	Dec 29, 1998 395/200.54
AN. 5,781,894	Petrecca et al	Jul 14, 1998 705/14
AO. 5,737,619	Judson	Apr 07, 1998 395/761
AP. 5,572,643	Judson	Nov 05, 1996 395/793
AQ. 5,347,632	Filepp et al	Sep 13, 1994 395/200

**French Published Patent Application**

<u>Publication No.</u>	<u>Date Published</u>
AR. 2784254A	Apr 07, 2000

**European Published Patent Application**

<u>Publication No.</u>	<u>Date Published</u>
AS. 97/15020	Apr 24, 1997

**Publications**

AP. Kipp Cheng, "Rich Media Match for Unicast and Engage",  
Brandweek, 1 November 1999, Vol. 40, No. 41, pg. 62  
and following

AQ. Cartellieri et al., "The Real Impact of Internet  
Advertising", McKinsey Quarterly 1997, 1997, Vol. 3,  
pg. 3 of reprint

REMARKS

Under rule 37 C.F.R. 1.98(a) (effective March 16, 1992), since References AA-AQ and AS-AU are in the English language, the applicants submit that no specific comments are necessary for any of these.

French published patent application 2784254A (Reference AJ) discloses a user terminal which can store primary and secondary data in a RAM so as to be immediately available to the user if so required. The Applicants have submitted an English-language abstract of this application.

These references constitute all the references cited by the Examiners in applicants' parent patent application serial no. 09/237,718, filed January 26, 1999, and applicants' divisional patent applications serial nos. 09/352,625, filed July 13, 1999, and 09/352,626, filed July 13, 1999.

For the Examiner's convenience, the applicants have attached a completed modified Form PTO/SB/08A&B form hereto.

Respectfully submitted,



May 25, 2001

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**CERTIFICATE OF MAILING under 37 C.F.R. 1.8(a)**

I hereby certify that this correspondence is being deposited on **May 25, 2001** with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to the Commissioner for Patents, Washington, D.C. 20231.

Peter L. Michaelson  
Signature

30,090  
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